CLAIM AMENDMENTS:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1.   (Currently Amended) A method for managing television advertising inventory and pricing in a service area, the method comprising:

> classifying available advertising into a matrix including a plurality of cells storing advertising information, each of the cells being associated with a channel, a daypart, and a service zone within the service area;
>
> associating with each cell an available advertising inventory,
>
> associating with each cell relevant psychographic viewer information including one or more of viewer spending preferences, viewer interests, and viewer politics and demographic information including one or more of viewer age and viewer gender;
>
> associating with each cell an advertising price settable based on the available advertising inventory and the relevant viewer information; and
>
> accessing one of the available advertising inventory information and the pricing information stored in the matrix by specifying at least one selection criterion reflective of the advertising information stored in the plurality of cells.

2.   (Original) The method of Claim 1, wherein the service zones associated with the cells are delineated geographically.

3.   (Original) The method of Claim 1, wherein the service zones associated with the cells are delineated according to other information aligning persons into an identifiable group.

4. (Original) The method of Claim 1, further comprising populating the cells of the matrix with relevant viewer information regarding potential television viewers in the service zones associated with the cells.

5. (Original) The method of Claim 4, wherein the viewer information is gathered from surveys of the potential television viewers in the services zones.

6. (Original) The method of Claim 4, wherein the viewer information is gathered by extracting viewer information from set-top boxes configured to relay television content from a television service provider in the service zones.

7. (Canceled).

8. (Previously Presented) The method of Claim 1, wherein the psychographic information further includes at least one of viewer income and viewer television viewing habits.

9. (Canceled).

10. (Currently Amended) The method of Claim 1 ~~Claim 9~~, wherein the demographic information further includes ~~one of viewer age, viewer gender, and~~ viewer residence information.

11. (Original) The method of Claim 1, wherein the available advertising inventory includes specific timing and duration information regarding when available advertising inventory exists.

12. (Original) The method of Claim 1, further comprising automatically updating the available advertising inventory to reflect sales of advertising slots.

13. (Original) The method of Claim 1, further comprising at least one of generating a pricing alert as function of the available advertising inventory and automatically adjusting the pricing information as a function of the available advertising inventory.

14. (Original) The method of Claim 1, wherein the selection criterion for accessing the available inventory information includes choosing at least one of the channel, the daypart, and the service zone.

15. (Original) The method of Claim 14, wherein the selection criterion for accessing the available advertising inventory information includes at least one of availability, unit price, demographic information, and psychographic information.

16. (Original) The method of Claim 15, further comprising sorting the available advertising inventory according to at least one of the availability, the unit price, the demographic information, and the psychographic information.

17. (Original) The method of Claim 1, further comprising providing shared access to the matrix such that a plurality of users have the ability to current inventory information and pricing information.

18. (Currently Amended) A method for managing television advertising inventory and pricing in a service area, the method comprising:

classifying available advertising into a matrix including a plurality of cells storing advertising information, each of the cells being associated with a channel, a daypart, and a service zone within the service area;

associating with each cell an available advertising inventory,

populating the cells of the matrix with psychographic information regarding potential television viewers in the service area, the psychographic information being gathered from one of surveys of at least a subset of the potential television viewers and set-top boxes configured to relay television content from a television service provider and including one or more of viewer spending preferences, ~~viewer interests,~~ and viewer politics;

associating with each cell an advertising price settable based on the available advertising inventory and the psychographic information; and

accessing one of the available advertising inventory information and the pricing information the matrix by specifying at least one selection criterion reflective of the advertising information stored in the plurality of cells.

19. (Original) The method of Claim 18, wherein the service zones associated with the cells are delineated geographically.

20. (Original) The method of Claim 18, wherein the service zones associated with the cells are delineated according to other information aligning persons into an identifiable group.

21. (Previously Presented)   The method of Claim 18, wherein the psychographic information further includes one or more of viewer income and viewer television viewing habits.

22. (Original)   The method of Claim 18, further comprising demographic information associated with the cells of the matrix.

23. (Original)   The method of Claim 22, wherein the demographic information includes one of viewer age, viewer gender, and viewer residence information.

24. (Original)   The method of Claim 18, wherein the available advertising inventory includes specific timing and duration information regarding when available advertising inventory exists.

25. (Original)   The method of Claim 18, further comprising at least one of generating a pricing alert as function of the available advertising inventory and automatically adjusting the pricing information as a function of the available advertising inventory.

26. (Original)   The method of Claim 18, further comprising automatically adjusting the pricing information as a function of the available advertising inventory.

27. (Original)   The method of Claim 18, wherein the selection criterion for accessing the available inventory information includes choosing at least one of the channel, the daypart, and the service zone.

28. (Original)   The method of Claim 27, wherein the selection criterion for accessing the available advertising inventory information includes at least one of availability, unit price, demographic information, and psychographic information.

29. (Original)   The method of Claim 28, further comprising sorting the available advertising inventory according to at least one of the availability, the unit price, the demographic information, and the psychographic information.

30. (Original) The method of Claim 18, further comprising providing shared access to the matrix such that a plurality of users have the ability to current inventory information and pricing information.

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31. (Currently Amended) A computer-readable medium having stored thereon instructions for controlling operations of a computer for managing television advertising inventory and pricing in a service area, the computer-readable medium comprising:

first computer program code means for classifying available advertising into a matrix including a plurality of cells storing advertising information, each of the cells being associated with a channel, a daypart, and a service zone within the service area;

second computer program code means for associating with each cell an available advertising inventory,

third computer program code means for associating with each cell relevant psychographic viewer information including one or more of viewer spending preferences, viewer interests, and viewer politics;

fourth computer program code means for associating with each cell an advertising price settable based on the available advertising inventory and the relevant viewer information; and

fifth computer program code means for accessing one of the available advertising inventory information and the pricing information stored in the matrix by specifying at least one selection criterion reflective of the advertising information stored in the plurality of cells.

32. (Original) The computer-readable medium of Claim 31, wherein the service zones associated with the cells are delineated geographically.

33. (Original) The computer-readable medium of Claim 31, wherein the service zones associated with the cells are delineated according to other information aligning persons into an identifiable group.

34. (Original) The computer-readable medium of Claim 31, further comprising sixth computer program code means for populating the cells of the matrix with relevant viewer information regarding potential television viewers in the service zones associated with the cells.

35. (Original) The computer-readable medium of Claim 34, wherein the viewer information is gathered from surveys of the potential television viewers in the services zones.

36. (Original) The computer-readable medium of Claim 34, wherein the viewer information is gathered by extracting viewer information from set-top boxes configured to relay television content from a television service provider in the service zones.

37. (Canceled).

38. (Currently Amended) The computer-readable medium of Claim 31, wherein the demographic information further includes one of viewer age, viewer gender, and viewer residence information.

39. (Canceled).

40. (Previously Presented) The computer-readable medium of Claim 31, wherein the psychographic information further includes one or more of viewer income and viewer television viewing habits.

41. (Original) The computer-readable medium of Claim 31, wherein the available advertising inventory includes specific timing and duration information regarding when available advertising inventory exists.

42. (Original) The computer-readable medium of Claim 31, further comprising eighth computer program code means for automatically updating the available advertising inventory to reflect sales of advertising slots.

43. (Original) The computer-readable medium of Claim 31, further comprising ninth computer program code means for at least one of generating a pricing alert as function of the available advertising inventory and automatically adjusting the pricing information as a function of the available advertising inventory.

44. (Original) The computer-readable medium of Claim 31, wherein the selection criterion for accessing the available inventory information includes choosing at least one of the channel, the daypart, and the service zone.

45. (Original) The computer-readable medium of Claim 44, wherein the selection criterion for accessing the available advertising inventory information includes at least one of availability, unit price, demographic information, and psychographic information.

46. (Currently Amended) The computer-readable medium of Claim 31 Claim 46, further comprising tenth computer program code means for sorting the available advertising inventory according to at least one of the availability, the unit price, the demographic information, and the psychographic information.

47. (Original) The computer-readable medium of Claim 31, further comprising eleventh computer program code means for providing shared access to the matrix such that a plurality of users have the ability to current inventory information and pricing information.

48. (Currently Amended) A system for managing television advertising inventory and pricing in a service area, the system comprising:

a computer system comprising:

a processor;

an input device, operably connected to the processor, allowing data to be entered into the computer system;

an output device, operably connected to the processor, allowing data to be output from the computer system;

a system memory operably connected to the processor; and

at least one storage device operably coupled with the computer system, the storage device being configured to store software and data; and

a software system comprising:

a classifier configured to classify available advertising into a matrix including a plurality of cells storing advertising information, each of the cells being associated with a channel, a daypart, and a service zone within the service area;

an associator configured to associate with each cell an available advertising inventory[[,]] relevant psychographic viewer information, including one or more of viewer spending preferences, viewer interests, and viewer politics, and relevant demographic information including one or more of viewer

age and viewer gender, and a price settable based on the available advertising inventory and the relevant viewer information; and

an interface configured to access one of the available advertising inventory information and the pricing information stored in the matrix by specifying at least one selection criterion reflective of the advertising information stored in the plurality of cells.

49. (Original) The system of Claim 48, wherein the service zones associated with the cells are delineated geographically.

50. (Original) The system of Claim 48, wherein the service zones associated with the cells are delineated according to other information aligning persons into an identifiable group.

51. (Original) The system of Claim 48, further comprising a cell populator configured to populate the cells of the matrix with relevant viewer information regarding potential television viewers in the service zones associated with the cells.

52. (Original) The system of Claim 51, wherein the viewer information is gathered from surveys of the potential television viewers in the services zones.

53. (Original) The system of Claim 51, wherein the viewer information is gathered by extracting viewer information from set-top boxes configured to relay television content from a television service provider in the service zones.

54. (Canceled).

55. (Previously Presented) The system of Claim 48, wherein the psychographic information further includes at least one of viewer income and viewer television viewing habits.

56. (Canceled).

57. (Currently Amended) The system of Claim 48 Claim 56, wherein the demographic information further includes one of viewer age, viewer gender, and viewer residence information.

58. (Original) The system of Claim 48, wherein the available advertising inventory includes specific timing and duration information regarding when available advertising inventory exists.

59. (Original) The system of Claim 48, further comprising an updater configured to automatically update the available advertising inventory to reflect sales of advertising slots.

60. (Original) The system of Claim 48, further comprising a price analyzer configured to at least one of generate a pricing alert as function of the available advertising inventory and automatically adjust the pricing information as a function of the available advertising inventory.

61. (Original) The system of Claim 48, wherein the selection criterion for accessing the available inventory information includes choosing at least one of the channel, the daypart, and the service zone.

62. (Original) The system of Claim 61, wherein the selection criterion for accessing the available advertising inventory information includes at least one of availability, unit price, demographic information, and psychographic information.

63.   (Original) The system of Claim 62, further comprising a sorter configured to sort the available advertising inventory according to at least one of the availability, the unit price, the demographic information, and the psychographic information.

64.   (Previously Presented) The system of Claim 48, further comprising providing shared network access to the matrix such that a plurality of users have the ability to current inventory information and pricing information.

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